

WELCOME!

We want this to be your newsletter, so please feel free to forward any suggestions on what you would like to see covered in this newsletter.

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success@aresumewriter.net
www.aresumewriter.net

success@career-coach.com.au
www.career-coach.com.au

success@aresumewriter4hr.net
www.aresumewriter4hr.net

CAREER *communiqué!*

Editor's Newz:

Welcome to another edition of Career Communiqué! I can't believe that we are nearing the end of August already—where has the year gone?

In this issue our resident Image Expert Imogen Lamport from Bespoke Image features an article for people who wish to position themselves for a potential payrise or promotion.

'What not to wear when wanting a payrise or promotion' will provide you with numerous strategies

on what to do, and more importantly, what not to do.

Another two important factors to consider when positioning yourself for that step up the corporate ladder is:

- ◆ How your expertise is portrayed in your resume; and
- ◆ Maintaining a professional stance in everything you do:

so we will be including an article previously featured in our December 2003 edition, **'Optimising your resume for an internal promotion'** while providing a link to our recently published article **'Projecting a**

Professional Persona' on our Career Coaching Expert column at Propulsion Business Network. While this article was targeted towards small business owners, many of the tips can be applied to an employee's situation.

Robyn Pearce's article **'That's The Way We Do It**

Round Here'

provides further valuable tips on how to gain more time in your day.

The best way to
predict the future is
to create it.

Peter Drucker

Imogen Lamport has generously extended her special offer to all subscribers, so if you're a true bargain hunter, this is one special not to be missed. [See Page 5 for further details]

Another special offer for those who like to take advantage of a saving, is our new *'Reward Program.'* Go to Page 8 to view this special offer.

I hope you enjoy the newsletter.

Continued success in your career!

SUGGESTIONS?

Do you have a suggestion for a topic that you would like covered in our upcoming newsletters. Please forward your suggestion to: communiqué@aresumewriter.net



While many people believe that the only time a resume is required is in support of an application for a position with a new employer, another instance where a resume could be utilised, is to enhance a candidate's application for an internal position. Regrettably, in the latter, a resume is either disregarded or if submitted, fails to include pertinent information that will strategically position the applicant's submission as a worthy candidate.

Continued over...

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Optimising your résumé for an internal promotion!

Continued from section

With an internal application it is easy to presume that management are either aware of your job responsibilities, or can locate this information from a job description or other resources obtainable through the Human Resources department. For those who believe this to be the case, beware, as you could be disadvantaging yourself from the outset. The fact that you are currently working with the employer does not mean that your current manager (or potential manager) is familiar with the solutions and achievements you have secured within the work place, so it is up to you to portray this - and what better way than within a contribution-oriented resume.

When developing your resume for an internal position, imagine you are targeting a role with another employer and don't assume that the executive team know what you have been doing in the organisation, or the value you have contributed. This is even more impor-

tant if the position you are aiming for is senior to your current role, and you will need to qualify why you should be extended the opportunity for a promotion. This can include evidence of leadership and management accountabilities, or responsibilities specific to the new role.

"...don't assume that the executive team know what you have been doing in the organisation..."

Read through the following statements to assist you in collating relevant informa-

tion to include in your resume for an internal promotion:

~ When targeting a higher level role than your current position, identify instances where you have demonstrated leadership/management competencies. This includes training, supervising or supporting new staff members;

Continued P3



Fail to prepare -
Prepare to fail.

PASS US ON

We hope you are able to use some of the information in our newsletter to enhance your career! Do you know anyone who may benefit from our newsletter. If so, please feel free to send them a copy, or send us through an email with their details to: communiqué@aresumewriter.net

We will gladly add them to our subscribers list.

Continued from Page 2

- the successful completion of in-house leadership/management professional development programs; heading a special assignment; or spearheading an initiative that remedied an organisational problem through tactical investigation, development and implementation.
- List the challenges that were present, and the initiatives you executed to overcome these. If available, don't forget to include accurate figures and facts to quantify your statement.
- Include professional development or in-house seminars to confirm your willingness and ability to assimilate and apply new techniques and processes in your role.

Continued Over...

CAREER *communiqué!*

Optimising your résumé for an internal promotion!—con't

- Identify the additional responsibilities you undertook that can differentiate you from other staff members that have similar roles? By listing these accountabilities will portray your multi-faceted experience and an ability to take on extra responsibilities.
- Are you a recipient for any awards for outstanding excellence? If so, what did you achieve these for? Have you received a letter of praise from a client, or another colleague that will confirm your high-standing reputation within the organisation?
- Have you initiated/collaborated in any special assignments? Have you been requested to contribute your expertise to assist the company in moving forward or in overcoming various internal issues? What initiatives did you take, and what was the outcome?
- Were you able to overcome problems within the workplace through identifying and contributing suggestions?

constructive one through imaginative thinking and action?

- Are you able to demonstrate instances where you slashed organisational cost; captured revenue growth; optimized productivity and overall operational efficiency? If so, provide details and measurable outcomes.

- Did you volunteer your time on any special assignments that provided you with an opportunity to work on a cutting-edge project, or even spearhead a strategic planning project?

To ensure success...
make your vocation, a
vacation!
Mark Twain

Begin to keep track of your accomplishments, special assignments or involvements within the organisation by writing them down. The potential to forget pertinent information is easy, and can regrettably disadvantage your application. By including your contributions and achievements within your resume can certainly optimise your internal job campaign.

Continued success!

Can you identify yourself as a problem solver and trouble shooter who can transform an unconstructive circumstance into a

QUESTIONS?

Do you have a question that you would like to ask our Résumé Writers or Interview Coach? Please forward them to discover@aresumewriter.net. Your question may be selected for inclusion in our next Career Communiqué! Issue.

**INTERESTING
SNIPPETS**

Coaching the team to success

Law Institute Journal -
Page: 88 : 01-Aug-2004
Original article by Katie Round

Coaching employees helps them to improve their existing skills. An effective coaching model should encompass three areas; preparation, conduct and follow-up. The preparation stage involves the identification of desirable and undesirable employee behaviour. The manager should inform staff of coaching plans, and set a time and venue. The conduct of the coaching should be carried out in such a way that employees are able to eventually coach themselves. The aim of the process is to encourage employees to constantly strive for improvement. The follow-up stage involves the continual monitoring of the employee and the planning of future coaching sessions.

[Source: My Business Daily
13 August 2004–ABIX]

CAREER *communiqué!* con't

**What Not to Wear When Wanting a Payrise or Promotion
by Imogen Lamport**

Many companies have a dress code – either written or unwritten, and many have a policy that if you're dressed below the standard of that dress-code you'll be sent home to change into something more appropriate – but how often does that

happen? I've never seen it happened, but what does happen, is that the offending person will get a black mark against their name that will remain

there and will be considered next time promotions or pay-rises are in the offing. The more times the rules are broken, the more black marks.

How do you ensure that you're not going to be disadvantaged by the way you look at work? And what applies to you is dependent on your work environment and it's specific dress code, but consider the following:

Going to a pay-negotiation meeting would you wear:

- Shorts
- Sneakers
- Sandals (especially as a man)

- Shirts with advertising slogans or logos (that aren't for the company you work for)
- Shirts with messages of any sort or offensive pictures
- Jeans (ripped jeans if jeans are acceptable in your dress code)

- Singlets
- Scuffed shoes
- See-through fabrics
- Grubby t-shirts

Women – do you really think you can be taken

seriously wearing:

- A shirt that shows your midriff
- Too much cleavage
- Fishnet tights
- Visible lingerie (bra straps etc)
- Glittery makeup
- Laddered stockings

Men – how are these things hurting your back pocket?

- Cartoon or bawdy ties
- Messy facial hair – especially nose and ear hair or great big untrimmed beards
- Too short trousers – we don't want to see your socks, and if you're sitting down, we should never be able to see any bare skin

Continued P5

“Would you wear shorts & sneakers if you were going to a pay-negotiation meeting?”

SUBSCRIBERS CORNER

Do you have a horror interview story that you would like to share with our subscribers? Or perhaps you would like to share with others, some tips and strategies that has worked in your career? Please send them through to: communiqué@aresumewriter.net

Continued from P4

- Your belly poking through the buttons of your about to pop shirt
- Comb-over – we can tell you're losing your hair – it just makes you look older than you are and ready for the scrapheap not a boardroom seat – crop it short.
- Shiny suits from another era

And onto grooming – when you're buying a house or second-hand car – doesn't it's cleanliness really influence if you'll buy it and for how much? Poor grooming can really affect how others perceive you – and how much they want to be around you, do you think it'll help your promotion chances where you'll be put in a position to deal with clients or regularly have to sit next to your boss in meetings with poor hygiene habits?

Continued over...



Imogen Lamport is a Melbourne based Image Consultant and member of the Association of Image Consultants International who runs her own Image Consultancy Bespoke Image which provides tailored image solutions.

www.bespokeimage.com.au

CAREER *communiqué!* con't

What Not to Wear When Wanting a Payrise or Promotion-con't by Imogen Lamport

TOP TEN GROOMING TIPS

1. Cleanliness – a shower every 24 hours, and shampooed hair at least every 3 days.

2. Fresh breath – halitosis is no one's friend – if you have a problem, get it checked by a dentist. Not sure – do people keep backing away from you when you're talking to them – well you probably have a problem.

3. Body odour – wear anti-perspirant every day and avoid perspiration marks – if you're a man who regularly perspires very heavily, consider taking an extra shirt to work to change into half-time.

4. Understated scent – a little perfume or aftershave are usually considered a good thing, but if your scent enters or leaves a room before or after you, if others can tell you've walked down the corridor a few minutes ago, then you're wearing too much. Your nose will get used to the scent you apply pretty quickly, but others will continue to smell it all day. Don't reapply more than once every 8 hours. And be careful of the scent you choose – I once had the misfortune of working with a man who smelled like a toilet deodoriser.

5. Groomed nails – clean your nails with a nail brush daily, and don't bite them – ever. People unconsciously would prefer to be served by people with neat and clean nails. If you wear polish keep it chip free or don't wear it at all.

6. Neat hair – whatever it's length – keep it neat and tidy. Don't look

like you've gone to work without brushing it after getting out of bed.

7. Tattoos and Body Piercings – keep them under wraps during business hours.

8. Stained Teeth – if your teeth are badly stained you appear to be rotting from the inside out

9. Clean clothes – free from stains (keep baby wipes in your desk draw for emergency stain removal during the day), check collars and cuffs – places that get worn quickly and look dirty.

10. Dandruff – especially on dark fabric – use an anti-dandruff shampoo regularly if you're prone to a flaky scalp, and if it doesn't fix the situation, seek the help of a trichologist.

And remember, a pay-rise can happen at any time, as can a promotion – you never know when someone else will leave and you could be in the offing for a great new job and larger pay cheque – so keep all these points in mind, everyday, then instead of having black marks against your name, there will be a series of big ticks.

Special offer for Career Communiqué! Subscribers below!

Personal Colour Analysis normally \$250 plus a Your Body Your Style analysis normally \$330 for a total price of \$500 inc GST (that's a **saving of \$80**) and this is usually a tax deductible expense.

To book, go to:

http://www.bespokeimage.com.au/image_audit.htm and type in the OTHER field CAREER COMMUNIQUE



How many of your staff are very busy doing paperwork which is no longer necessary?

I ran an extended time management programme with a rapidly expanding and very successful international security company. One session centered on time challenges. A junior member of staff wanted help on how to reduce the pressure of a routine data-collection and report-creation task, which has been done by the company since Adam was a cowboy.

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That's The Way We Do It Round Here

by Robyn Pearce

Almost by accident (except - there are no accidents!) instead of focusing on how to improve the process, some very important questions were asked.

- Why are we collecting this data?
- Where does it go?
- Who uses the information? It may have been useful when we were a small company, but does this process still need to be done in the same way?
- Even if we continue part of the process, what short-cuts can we take?

Within 5 minutes, a whole new way of looking at the problem was created - and the staff member's problem was solved in a way she'd never imagined.

What processes are done 'because we've always done it this way'?

Consider your own company, no matter what size.

- How many administrative staff beaver away, conscientiously collecting data for reports which no-one really needs?
- How many trees and hours go into those unnecessary reports?
- Even if some of the information is still necessary, what other format could it be presented in? Could it be e-mailed as an attachment, leaving those who really need the data to take responsibility for running off a copy of the bits they need?

Tip No. 1 - Ask the newest person on the staff what time savers they can see. Usually when someone's new they're reluctant to rock the boat by making unsolicited comment. By the time they're confident enough to say something about time-wasting techniques, they're molded to the culture and have forgotten their early wisdom.

Tip No. 2 - Think like a new person yourself. Go through your office procedures with a 'Why do we do this?' mindset. I guarantee that you'll find things to save time, money and resources on.

Tip No. 3 - If you're still challenged, bring in an outsider to ask the questions and facilitate the thinking process. It helps to take personalities out of the equation. After all, you may be challenging something which very conscientious people have spent years of their lives doing - just because 'it's the way we do it round here'.

Article by Robyn Pearce of TimeLogic Corporation. TimeLogic's site has helped 1000's of folks in 'Getting a grip on their time' - Visit <http://www.gettingagripontime.com> for **FREE** registration on their monthly e-zine, "how-to" practical time management assistance, books, tapes, products, and more.

SUCCESSFUL CAREER PLANNING PROGRAM

- Confused about your current or prospective job options and need some clarity and renewed vision? Feeling stagnant and stifled in your current role and have no idea how to move forward? Then perhaps our Successful Career Planning Program is what you are looking for to help give you some clarity. Contact us on success@career-coach.com.au. **Special 10% discount to the first 10 people who make a booking.**

Q & A:

Ms. Cross:

To put it bluntly, in 2000 my parents passed away within 5 months of each other, my husband and I moved to a new city, and I started a job with a major IT corporation, new house, etc. (My mother passed away 30 days after I started the new job.) Is it proper to put on a resume "Sabbatical" or should it be explained more? I took a total of 18 months for which I am truly grateful to my husband for supporting me.

Thank you,
[Name withheld]

An important point to remember is that your resume is a marketing document with the sole purpose of promoting your skills, achievements and overall value you offer an organisation, and not so much a chronological history that has to account for each and every movement you have made in and out of your career.

Continued over...

CAREER *communiqué!* con't

So in your case I would not dwell so much on the issue of your 'career break' but rather on developing a powerful, results-driven resume that communicates your expertise, qualifications and contributions within the workplace, pertinent to the role for which you are applying. By concentrating on these areas should detract the reader's attention away from your short career break, while understanding exactly what it is, you are offering their organisation. Your aim is to demonstrate not only how your can fit into the role, but also how you can contribute to the organization's ongoing success.

I'm sure you have heard the phrase "sell it...don't tell it" when developing your resume, but not only is the wording and content imperative, but also the way in which your document is formatted and presented. Strategic advertising concepts can also be used within resume writing, successfully detracting the reader's attention away from your short career break and catapulting your candidacy to the top of the pile.

You may consider implementing the following strategies when developing your resume:

Page 1:

Develop a succinct and dynamic qualifications/career profile at the forefront of your resume that is relevant to the position you are applying

for and that strategically highlights your overall expertise you present to the company;

Follow this with a two- or three-columned bulleted list of 'core competency phrases' which provides further details of your expertise;

If your education, training and professional development continues to demonstrate your commitment to staying abreast of current trends in your industry, you may like to incorporate a section which highlights the courses or seminars you participated in.

Follow this with a section "Career Highlights" and include a number of bulleted statements that portrays quantified contributions and achievements that you have delivered throughout your career.

Once you have developed a powerful first page, the second page can further expand into your career history, detailing companies you worked for and again, how you contributed your experience to the benefit of the organisation. When listing the dates associated with each employer, consider only portraying the years (i.e. 2000-2002).

All the best!

Annemarie

Career Mastery Program Overview

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**INTERESTING
SNIPPETS****It's not personal, it's
business**

My Business - Page: 10 :
01-Sep-2004

*Original article by Andrew
Birmingham*

Most people who are retrenched are asked to leave their companies not because of underperformance but for other reasons. People pay with their jobs when business conditions worsen or when planning mistakes are made by executives. It is not easy for the manager to tell a loyal and hard-working worker that he must leave the company. Small businesses must act quickly and decisively in such cases. However, they must ensure that no grounds are given for claims of unfair dismissal.

[Source: My Business Daily
19 August 2004—ABIX]

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CAREER *communiqué!* con't**Reward Program**

In our ongoing commitment to support our clients, we have implemented our Referral Reward Programme (beginning July 2004) where we extend a reward as a 'thank you' to existing customers who recommend our company to their colleagues, friends or family members.

Each client who refers a colleague/friend or associate that purchases one of our packages will receive a 5% discount on any future product or service purchase. This discount is cumulative, so if you recommend

five (5) people who decide to purchase our products, you will receive 25% discount; ten people, a 50% discount, and so on.

We hope that we have provided you with a high-level service that you can feel confident in recommending to your contacts.

We look forward to working with you again in the future when you decide to make your next career move.

*The team at Advanced Employment
Concepts*

[Editor's Note: When recommending our services please do remind your contact to mention your name when placing their order.]

Projecting a Professional Persona

By Annemarie Cross—Career Coaching Expert, Propulsion Business Network

If you run a business it is vital to maintain a professional and successful image when interacting with existing or prospective clients, and when networking with other business owners. You may not even realise that the messages you are conveying to others may be viewed negative or weak and by projecting anything less than your absolute best you could potentially harm your reputation as people may not take you or your business seriously.

To avoid becoming a casualty of communication catastrophe and undermining yourself and your abilities try some of the tips provided at the link below:

[http://www.propulsionbusinessnetwork.com.au/
index.phpmodule=pagesetter&func=viewpub&tid=4&pid=54](http://www.propulsionbusinessnetwork.com.au/index.phpmodule=pagesetter&func=viewpub&tid=4&pid=54)

Need some clarification or direction in your career?

Do you know anyone who is not happy in their current role or is struggling with doubt over whether they are even in the right position? Or perhaps they have been meaning to make a move, but fearful and unsure of those first steps? Contact AEC and ask about our career counselling/awareness programme to assist them in discovering their authentic self.